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224 1923

# ROKELY'S

## SMALL FRUIT PLANTS

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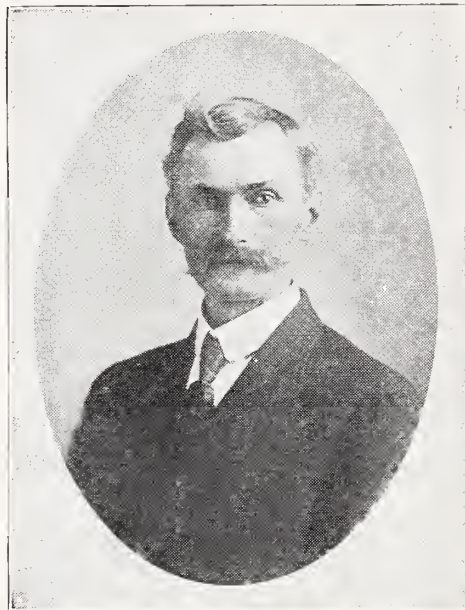
**J. N. Rokely & Son**  
Bridgman, Michigan



# A Few Words to the Farm Owner

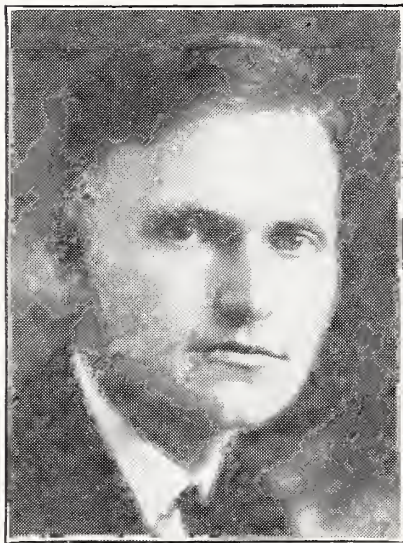
We enter the year of 1923 feeling certain that this will be another year of triumph for the grower of small fruits and not only do we believe it to be true of this year alone but we have an unshaken faith in a prosperous future for this branch of farming. During the past season all small fruits have brought top prices in spite of poor transportation facilities and general business depression occasioned by strikes and kindred labor troubles. On the other hand other branches of farming, in general, have brought only small returns on account of the very low prices obtained for the produce.

To anyone who studies this matter it is very evident that there is a tendency to underproduction of fruits, especially the small fruits, while there is a tendency to overproduction of grains and other farm produce. On top of this comes the ever increasing demand for fruits for household use and the manufacture of fruit drinks. These conditions will naturally tend to keep the price of fruits where



J. N. Rokely

they will be the most profitable farm produce to grow for some years to come. We are borne out in these statements by leading agriculturists and fruit growers throughout the country. Considering these facts every farm owner should devote as large a part of their acreage as possible, this coming spring, to fruits, and preferably small fruits on account of the much quicker returns to be derived from their culture.



A. J. Rokely

However, it is an indisputable fact that in order to make a success of fruit growing it is essential first of all that good plants be obtained. Quality should always be considered first, as poor plants are not cheap at any price, but cost is also a very important factor and one that deters many from beginning. We are happy to say that we have solved this problem for our customers and for twelve years have been selling them first quality plants at prices much less than the average.

Many wonder how we are able to produce and sell our plants at such low prices. Our answer is—first, we grow our plants by the million on our farms and thus produce them with less expense, proportionately, than can the grower who grows only a few thousand; second, we employ only skilled and experienced labor and grow our plants according to the best prescribed rules of plant husbandry; third, we employ no expensive agents—this catalog is our only salesman; fourth, we make a smaller and less elaborate outlay in advertising and thus eliminate to a great extent the largest single item in the production and sale of our plants; fifth, we are satisfied with a reasonable profit and are striving to “Live and let Live.”

With many persons there seems to be a firmly instilled idea that in order to obtain good nursery stock they must pay some dealer or agent an exorbitant price and do not stop to reason that these middlemen are only adding a large profit onto the stock they have purchased from the growers, probably in many cases from our own nurseries. Another class of people seem to think they must purchase from the high priced nursery firm to be assured of good stock. Those persons of these two classes who have overcome their skepticism regarding our low prices long enough to give us a trial order have been greatly surprised to find that our stock is in every respect equal to and in some cases superior to that for which they have been paying from two to three and four times as much as we ask. In these returning days of thrift and wise spending every one is seeking the place where their dollars



will have the greatest purchasing power, and it behooves the prospective purchaser of nursery stock to investigate our offerings before placing his order. We have saved hundreds of dollars for others of our customers and we know we can do the same for you.

During the past twelve years our business has grown until we are now selling millions of plants each year. No business can prosper and grow as ours has unless they are producing products of merit and giving their customers a square deal. We are proud of our business and proud of the many friends we have made through our business dealings. If you are not already one of our friends and customers we want you to be this year.

Yours for a prosperous season,

J. N. ROKELY & SON.

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## Cultural Directions

**SOIL**—Any moist well drained land that will produce good crops of grain or potatoes will grow small fruits. However a rich sandy loam is preferable. Hillsides with an eastern or southern slope form a good location. Low frosty places should be avoided.

**FERTILIZING**—Perhaps the best fertilizer of all is well-rotted stable manure. Commercial fertilizer may be applied broadcast and harrowed in before planting or may be worked in along the row after the plants are set.

**WHEN TO PLANT**—Early—the earlier the better. As soon as the ground can be worked in the spring the fields should be planted and then the spring rains will give them a good start before the hot dry weather comes on. Again we emphasize it—Plant Early.

**PREPARING THE GROUND**—The soil should be plowed deep and harrowed thoroughly. Fall plowing is excellent for fruit plants although spring plowing is satisfactory. Before planting the field should be gone over with a roller or plank drag. This packs the soil and levels it off, which is a great aid in setting the plants. Marking out may be done with any tool that will leave a shallow, straight mark. A home made marker that marks three rows at once is perhaps the best for large fields.

### PLANTING—DISTANCE APART, ETC.

**STRAWBERRIES**—We advise planting strawberries in rows four feet apart with plants from sixteen to twenty inches apart in the row.

We use a common garden spade for making the holes. Shove it into the ground six or eight inches, push away from you, pull towards you and remove from the ground. The result should be a “V” shaped opening deep enough to allow the roots of the plant to extend straight down. A little practice will determine the size of hole required.

The plant should be set at the same depth as it grew in it's original bed. Hold the plant in the hole at this depth and close with one foot. Then press the soil firmly around the plant with the feet.

As soon as possible after setting, the soil should be given shallow cultivation. This preserves the moisture and greatly aids the plants in starting. After this the field should be cultivated once every ten days to two weeks at least.

The blossoms should be pinched off the first season. If the new set plants are allowed to fruit it saps their vitality and they will not produce nearly so good a fruiting bed for the next season.

**BLACK RASPBERRIES**—Plant four feet apart in rows six feet apart.

We advise planting with spade same as strawberries. Cultivate well.

When the canes have attained a height of two feet it is advisable to pinch or cut the tips off. They will then branch out and make a bush instead of growing a tall slender cane. In the spring after growth is started the winter killed parts and extra long branches should be trimmed back to leave a good fruiting bush.

**RED RASPBERRIES**—Plant three feet apart in rows six feet apart. Cultivate and care for the same as black raspberries.

**BLACKBERRIES**—Plant four feet apart in rows eight feet apart. Cultivate and care for the same as raspberries.

**DEWBERRIES**—Plant four feet apart in rows six feet apart.

The best results are obtained by using a single wire on posts about thirty inches high. In the spring tie all the canes on the wire in such a way that the wire keeps them off the ground. Let all new canes run on the ground until the following spring when the old wood is cut away and the new canes tied on the wire. They may be raised, however, without the posts and wire.

**GRAPES**—Plant in rows eight feet apart with plants ten feet apart in rows. Dig holes eight to ten inches deep and large enough to allow the roots to spread in a natural manner. After the first season it is usually advisable to post and wire the field, placing a post between every third and fourth plants and using two wires, one about three and one-half feet and the other about four and one-half feet from the ground. The young vines should then be trained in such a manner that there will be one branch running in each direction from the plant on each wire. Each winter or spring before growth starts the vines should be pruned back to four branches leaving new wood for these branches and cutting out the old wood of the previous season.





A Profitable Strawberry Field of Gibsons

# STRAWBERRIES

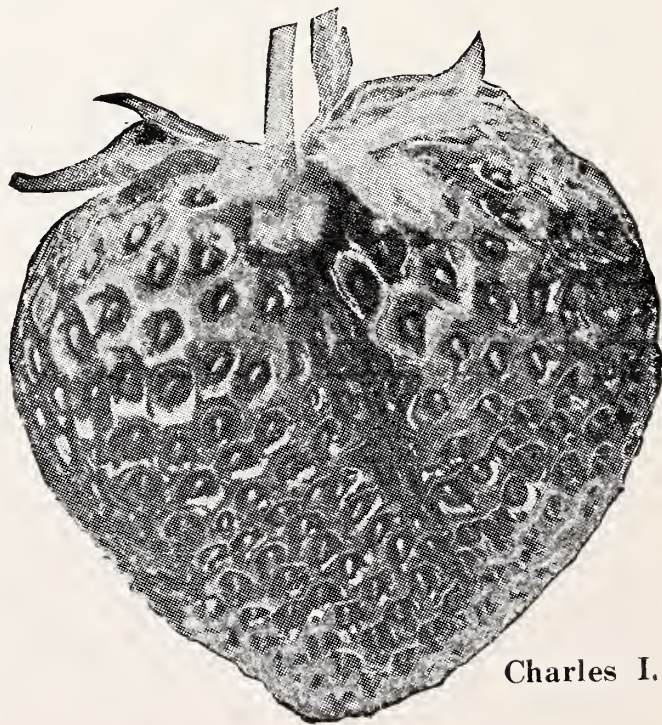
All strawberry blossoms are of two kinds, either staminate (Perfect) or pistillate (Imperfect). The pistillate varieties must have some staminate variety planted every third or fourth row to fertilize their imperfect blossoms so they may produce fruit. There seems to be a mistaken idea among some fruit growers that staminate varieties must have pistillate varieties planted with them in order to produce fruit. This is not so. Staminate varieties will do equally well when planted alone.

In the following descriptions we have marked the staminate varieties (S) and the pistillate varieties (P).

## EARLY VARIETIES

**CHARLES I (S)**—This is the earliest berry to ripen that we have ever known. Because it is the first on the market it sells for extra high prices. Plants are medium in size, vigorous, and healthy. A good plant maker and a great drought resister. Fruit is large, regular in form with fair to good color and firmness. It is the large early berry that gets the money; add to this the great productiveness of this variety and you have a combination that is hard to beat in an early berry.

**PREMIER (S)**—An extra early variety that has earned a nation wide popularity within the last few years. It is adapted to all soils and climates and is without doubt one of the best varieties grown. Ripens over a long season and produces loads of large lightly pointed berries, of a bright red color to the cen-



Charles I.



ter. Is firm and a good shipper. The plants are large, long rooted and good drought resisters. The foliage is tall and heavy and beautiful dark green in color. The high quality of Premier coupled with its attractive appearance make it a splendid seller while its great productiveness makes it a most profitable variety to grow. You should certainly try some of the Premier this year.

### MIDSEASON VARIETIES

**BUBACH (P)**—A good variety to grow for nearby or home markets. Fruit is large, bright red, and fair quality. Not firm enough to ship long distances. Very productive. It is a good clean thrifty grower making plants enough for a good fruiting row. We recommend the Gibson as a fertilizer for this variety.

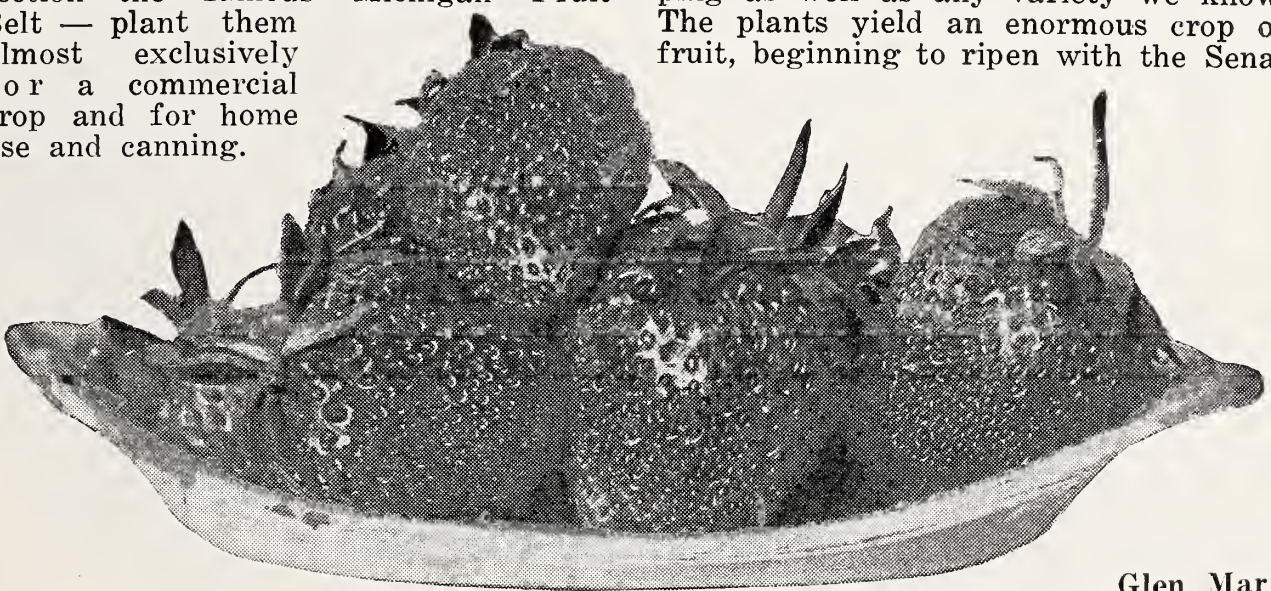
**DR. BURRILL (S)**—This variety which is known as "The Million Dollar Strawberry" was originated by Dr. Reasoner, of Urbana, Illinois, who originated the famous Senator Dunlap. Dr. Burrill resembles the Senator Dunlap very closely and is claimed by the originator to be a scientific cross between the Senator Dunlap and Crescent. It is a heavy producer of large, uniformly shaped berries, bright glossy red in color with bright yellow seeds and green calyx. The fruit is beautiful in appearance and commands a high price on any market. It is of excellent quality and very firm. The plants are strong and vigorous and the foliage a beautiful dark green in color. We recommend the Dr. Burrill for either home garden or commercial growing.

**GIBSON (S)** Our best Strawberry—As a money maker we know the Gibson has no superior and we are sure it has no equal. The fruit growers of this section—the famous Michigan Fruit Belt — plant them almost exclusively for a commercial crop and for home use and canning.



Rokely Root System

The Gibson berry is a beautiful dark red clear to the center, of excellent quality and flavor, firm, and will stand shipping as well as any variety we know. The plants yield an enormous crop of fruit, beginning to ripen with the Sena-



Glen Mary





Senator  
Dunlap

tor Dunlap and continuing over a long period. Unlike most varieties the Gibson does not become small during the last pickings but retain their large size and good quality to the last berry.

The plants are long rooted and will withstand much dry weather. The foliage is very rank, affording protection for the blossoms and fruit, and is dark green in color. The fruit stems are large and strong. The plants propagate freely and will make nice heavy picking rows.

We cannot recommend this splendid variety too highly and urge you to plant heavily of Gibson.

Shavertown, N. Y.,  
May 15, 1922.

J. N. Rokely & Son,  
Gentlemen:

The strawberry plants came  
May 11th. They are a nice lot  
of plants.

Harry W. Drummond.

Wabasha, Minn., May 14, 1922.  
J. N. Rokely & Son,  
Dear Sirs:

I received the plants in fine  
shape. I must say they are the  
finest plants I have ever had.

Frank Pfeilsticker, Sr.

**GLEN MARY (S)**—Plants are large and long rooted with abundance of upright glossy green foliage. Will do well on any soil and is a popular midseason variety. Berries are large, dark red with prominent yellow seeds.

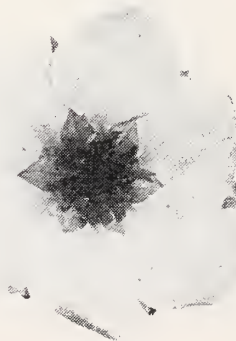
Meat is rich and juicy with good flavor. Firm and a good shipper commanding high prices on any market.

**HAVERLAND (P)**—One of the most popular and well tested pistillate varieties. Exceedingly productive of medium to large, bright glossy light red berries. Long, conical and very uniform in size and shape. The flavor is excellent and in spite of their light color they present a beautiful appearance and will sell for good prices. A thrifty grower, good drought resister, and heavy plant maker. We recommend either Senator Dunlap or Gibson as a fertilizer.

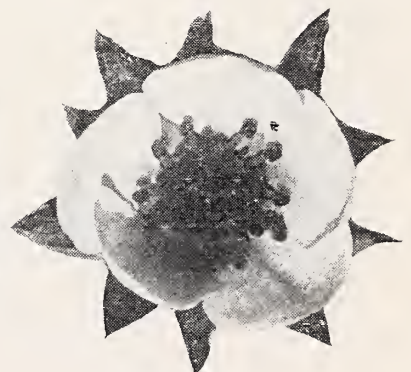
**POCOMOKE (S)**—Same as Gibson.

**SENATOR DUNLAP (S)**—The Senator Dunlap is the most popular strawberry in the United States and we sell more plants of this variety every season than we do of all the other varieties together. The plants are medium in size, hardy, long rooted, very prolific, and will hold their own under most any rough and tumble methods of cultivation. If allowed to grow unrestricted they will cover the ground with a mat of vines but for best results they should be kept down to a good sized fruiting row. The fruit is of good size, and regular in shape, and a beautiful dark red to the center. Very firm and of excellent quality. Strong staminate blossoms and makes an excellent fertilizer for pistillate varieties. We consider this variety as being second only to the Gibson and recommend it very highly.

**WARFIELD (P)**—This is one of the great standard varieties and was the leader all over the country before the Senator Dunlap was introduced. The



Pistillate



Staminate



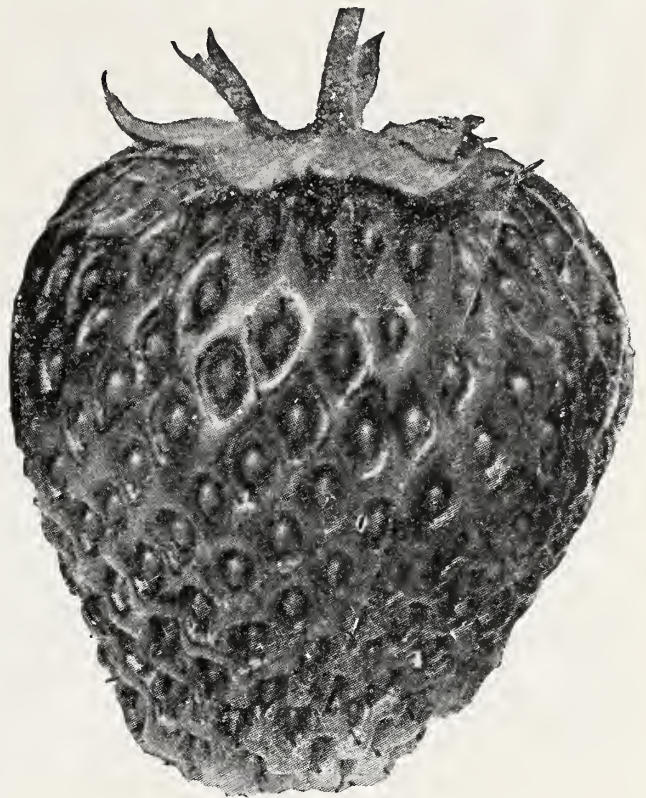
plants are small in size, healthy and a good plant maker. The berries are medium in size, evenly shaped, firm, and of good color and excellent quality. They are not quite so large as the Senator Dunlap but have a trifle better flavor and are unsurpassed for home use. Plant Warfield in your garden with Senator Dunlap to fertilize them and you will have a combination that cannot be beaten.

### LATE VARIETIES

**AROMA (S)**—The leading standard variety in many sections of this country. Vigorous grower and very productive. Quality good. Berries large, bright glossy red to the center, and with a bright green cap which increases the beauty and selling price of the fruit. Flavor is richly aromatic. The berries are very firm and will carry to market in excellent condition.

**BRANDYWINE (S)**—A valuable late strawberry especially adapted to home use and canning. The berry is large, good shape, good quality, firm and productive. A good shipper and on account of its fine appearance also makes an extra good market variety.

**GANDY (S)**—This variety is even more popular than the Aroma, which it resembles greatly. For best results Gandy should be planted in rich, heavy soil—never on dry, sandy ground. The fruit is uniformly large in size, brilliant in color, firm, and of good quality. Not

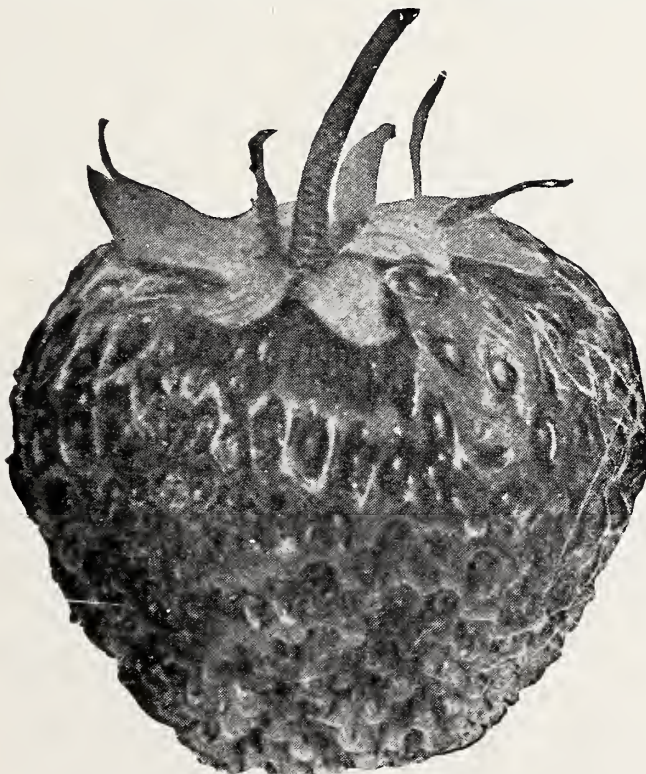


Aroma Strawberry

extra productive but on account of the large size it is a quart filler. Undoubtedly our most popular late variety.

**SAMPLE (P)**—The berries are a perfect strawberry type, bright red in color, uniformly large in size, delicious in flavor and very attractive in appearance. The Sample is very productive and is firm enough to ship well. A heavy plant maker and the plants are large thrifty, and very hardy. A favorite for both home use and market. The Aroma makes a good fertilizer to plant with the Sample.

**WM. BELT (S)**—This valuable variety is at its best in the Middle and Northern States. The berries are very large and the first ones to ripen are inclined to be irregular or coxcombed in shape. The later berries are uniformly conical. Their excellent flavor combined with their beautiful appearance make them one of our best late varieties and we recommend them highly. The plants are vigorous and thrifty, making just enough runners for a good fruiting row.



Gandy Strawberry

Wilber, Mich., May 22. 1922.

J. N. Rokely & Son,

Dear Sirs:

The plants reached me one week after you sent them. Was afraid when I planted them that they would not grow but now I am satisfied that they are all growing. This speaks well for your way of packing plants.

G. E. Olson.





## Everbearing Strawberries

The Everbearing Strawberry is not a freak or an experiment but is a decided success. By planting them in your garden you may have fresh strawberries on your table from early summer until the snow flies. As a commercial crop they are a great success and a wonderful money maker.

After planting in the spring the blossoms should be kept picked off until the middle or last of July to allow the plants to become firmly established. They will then produce fruit continually until stopped by hard freezing weather and snow. In fact so firmly established is their fall fruiting habit, that it is practically impossible to keep off the late summer and fall blossoms. The following spring they will produce a heavy crop of berries at the same time the June varieties fruit and after a short rest in July will produce fruit continually until snow flies.

The Everbearing varieties are all strongly staminate and may be used to fertilize pistillate varieties.

**PROGRESSIVE**—The first successful Everbearing variety to be introduced and is grown more extensively than any other Everbearing variety. It is a sure cropper from spring until snow flies.

The plants are large, long rooted, and great drought resisters. The foliage is spreading, healthy, and vigorous.

The berries are medium large, uniformly conical in shape, and a beautiful dark red clear to the center. In flavor they surpass any June variety. They are excellent for serving fresh from the vines and for canning and preserving they divide honors only with the Warfield.

The Progressive is one of the first strawberries to ripen in the spring and the last to ripen in the fall. They fruit heavily and bring practically every berry to full size and maturity. The fall crop sells readily at from 30 to 40 cents per quart. The many dependable qualities

of the Progressive make it the ideal variety for home use or market.

Our stock of Progressive plants is very limited this year and we urge you to place your order as early as possible.

**CHAMPION**—A new Everbearing variety which very closely resembles Progressive. In manner of growth it is identical with the Progressive except that the fruit stems are more erect and less hidden by the foliage. It also makes more runners than the Progressive.

It will produce more berries and of a trifle larger size, than Progressive and equals this variety in quality and flavor.

We feel sure the added productiveness and extra plant making qualities of the Champion will make this variety the more profitable, but other than this we can see no difference in the two varieties. We purchased our stock of Champion direct from the originator and can guarantee them to be true Champion.



# RASPBERRIES

During the past year there has been a great deal of beneficial publicity given to the various diseases attacking raspberry plants. In some sections of the country these diseases, blue stem, anthracnose, curl leaf, crown gall, etc., have obtained such a foothold that the raspberry industry is practically doomed in these localities. The only way to prevent the spread of these diseases into your fields is to obtain your plants from plantations that are known to be absolutely free from disease of any kind.

On account of the rapid spread of these diseases and in order to be assured that we were selling our customers disease free plants we had our state inspector examine our fields at the time in the summer when these various diseases could most easily be detected. After a painstaking and minute inspection he pronounced our fields to be absolutely free from disease and complimented us on our fine prospects for a good crop of plants. Therefore our customers may feel perfectly free to order their raspberry plants from us knowing that our stock is absolutely free from disease.

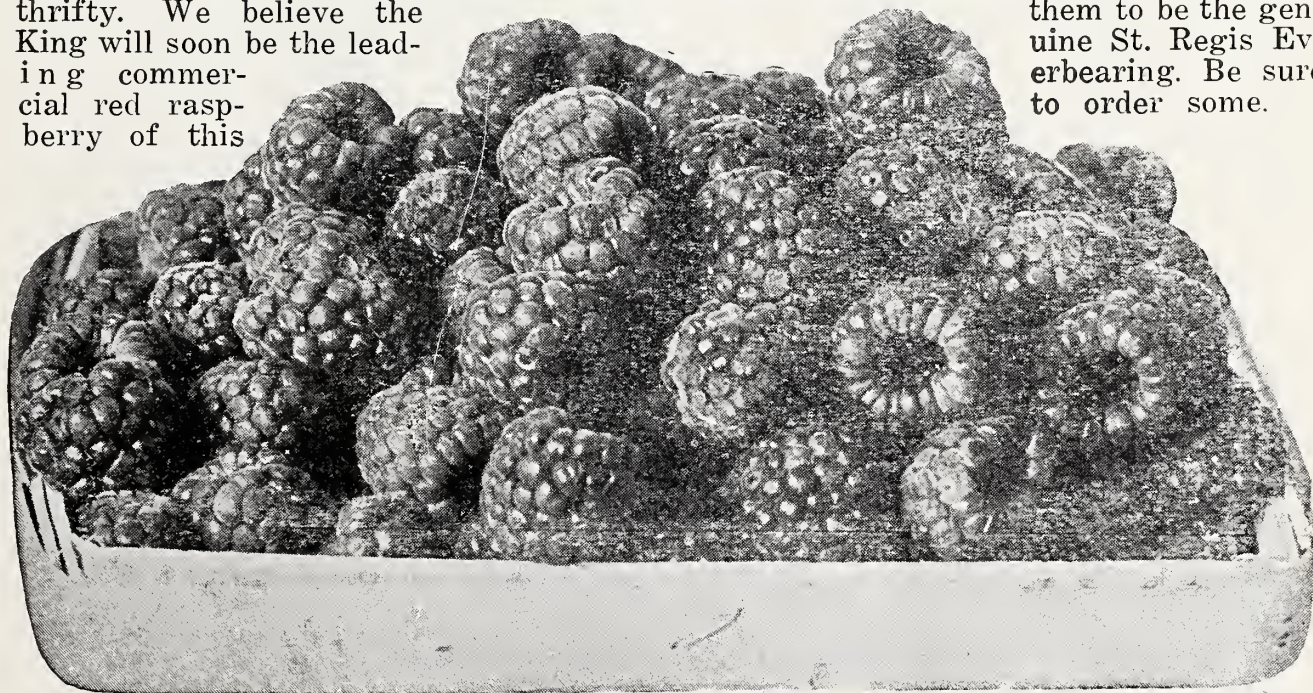
## RED VARIETIES

**CUTHBERT**—This is the leading late variety all over the country. The canes are very thrifty growers, upright in shape, light yellow in color and very hardy. The berries are large, deep red in color, oblong in shape, and firm enough to stand shipping in pint boxes. Very productive. However, it is the flavor of the Cuthbert that gives it distinction. It is sweet, rich and luscious and surpasses all others for home use and canning.

**KING**—We recommend this variety as the best early red raspberry grown. It is extremely early and enormously productive of large, firm, bright red berries. The berries are very attractive in appearance, easy to pick, and unlike other varieties, will not turn dark if allowed to become over-ripe. They are excellent shippers and will bring the top market price. The canes are hardy and thrifty. We believe the King will soon be the leading commercial red raspberry of this

country and strongly advise you to select this variety for a big money crop.

**ST. REGIS EVERBEARING**—The St. Regis succeeds upon all soils, whether light, sandy or heavy clay. In growth it is strong and stocky, with a great abundance of healthy, dark green foliage. Plants set in early spring will give a crop of fruit in the fall following. About the middle of August it commences to set fruit on the young canes and bears continuously until frost. The berries are large, beautiful and attractive. They are bright crimson in color, of large size, with a rich sugary raspberry flavor. The flesh is firm and meaty. A good shipper. Wonderfully productive, the first or main crop equal to any red variety known. The St. Regis Everbearing Red Raspberry is a money maker par excellence and we recommend it highly. We have a good, healthy, clean stock of these and we guarantee them to be the genuine St. Regis Everbearing. Be sure to order some.



Early King Raspberries



## PURPLE VARIETIES

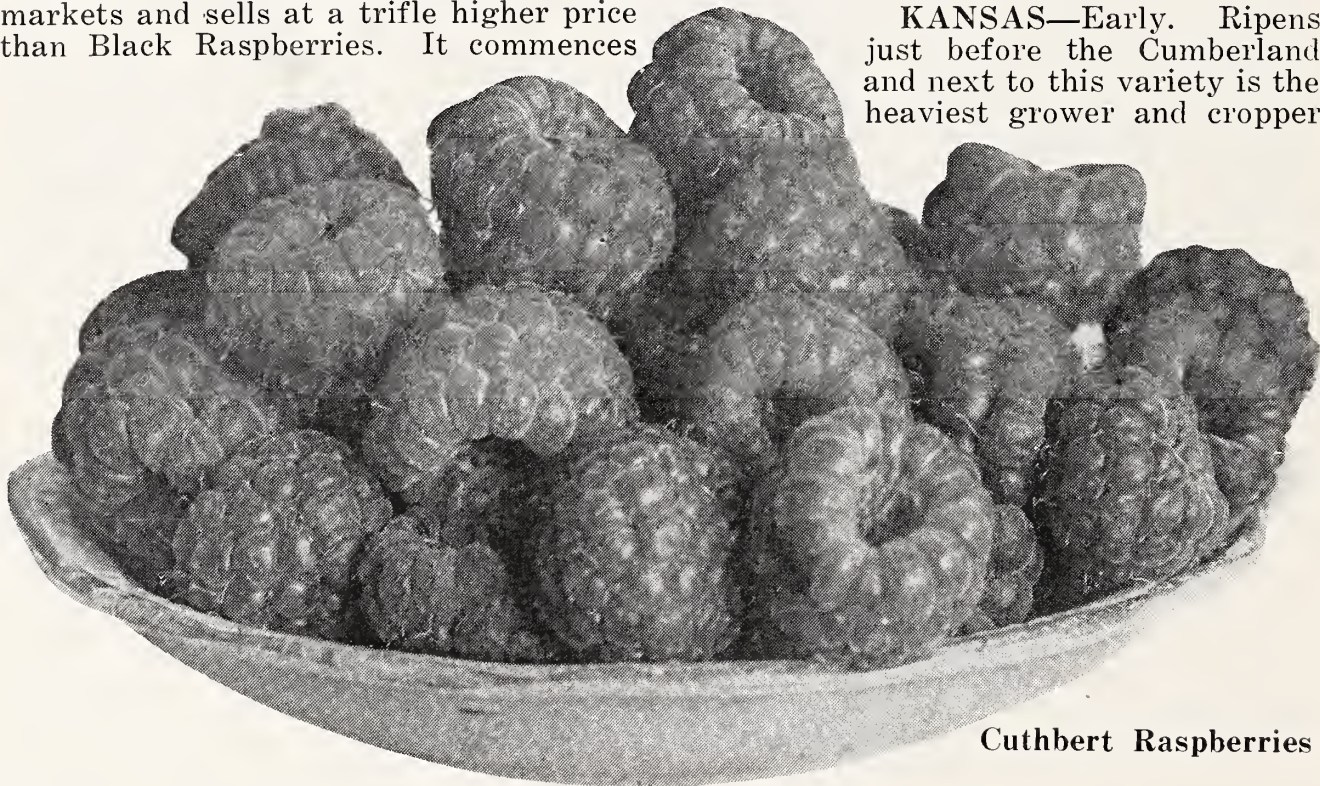
**COLUMBIAN**—This variety is remarkable for vigor and productiveness. It will yield at least a third more than the most productive Black Raspberry and is also hardier than any of the Black Caps. It propagates from the tips. The fruit is large and somewhat conical in shape, of excellent quality, having a distinct flavor of its own. The color is dark red when ripe, bordering on purple. It is not as firm as most black caps, but will stand shipping nicely to near markets and sells at a trifle higher price than Black Raspberries. It commences

are thrifty growers and very hardy, withstanding the severe winter of Michigan and Wisconsin without injury.

We assure you that the Cumberland will please you and bring you big returns on your investment.

**GREGG**—Gregg is by far the best late black raspberry grown today, and is well and favorably known in every fruit district. It is very productive of large berries of good quality. Fruit is firm and ships well. Canes are strong and thrifty. A good profitable late variety.

**KANSAS**—Early. Ripens just before the Cumberland and next to this variety is the heaviest grower and cropper



Cuthbert Raspberries

to ripen about with the Gregg and has a long season. For canning, preserves and jams it excels both the Black and Red Raspberries, the flavor being much richer.

We have never yet been able to supply the demand for these plants and advise you by all means to send your order in early.

## BLACK VARIETIES

**CUMBERLAND**—We offer this variety with the full assurance that it is the best and most profitable variety of black raspberry grown. The berries are immense in size, firm, and extra productive. Fruit is jet black in color and of fine quality. A good shipper and fine seller. Ripens in midseason. The canes

of all. Kansas is a general favorite all over the country. The fruit is jet black, firm, handsome, and of best quality. Berries are of good size. The bush is a strong, healthy grower and withstands much drought and cold.

**PLUM FARMER**—This is a good early variety that has lately become very popular with fruit growers throughout the country. The bushes are fine growers, free from disease, and very hardy. When ripened in the fall the canes have a beautiful silvery blue appearance. The berries ripen very early and most of the crop is produced in one week. The fruit is grayish-black, large, thick meated, and firm, making a good berry to evaporate or ship to distant markets.

Bluffton, Ohio, April 17, 1922.

J. N. Rokely & Son,  
Bridgman, Michigan.

Gentlemen:

The stock you sent me to Fort Wayne, Indiana was just fine. Everything in Number 1 condition. Appreciate your promptness in shipping this stock to me as quick as you did,

for if you had the sort of weather up there we had here, it was some job to get the stock out of the ground.

Thanking you again for your promptness and assuring you that I will remember Rokely's when I need more stock, I am

Yours very truly

A. M. E.

(Full name furnished upon request.)

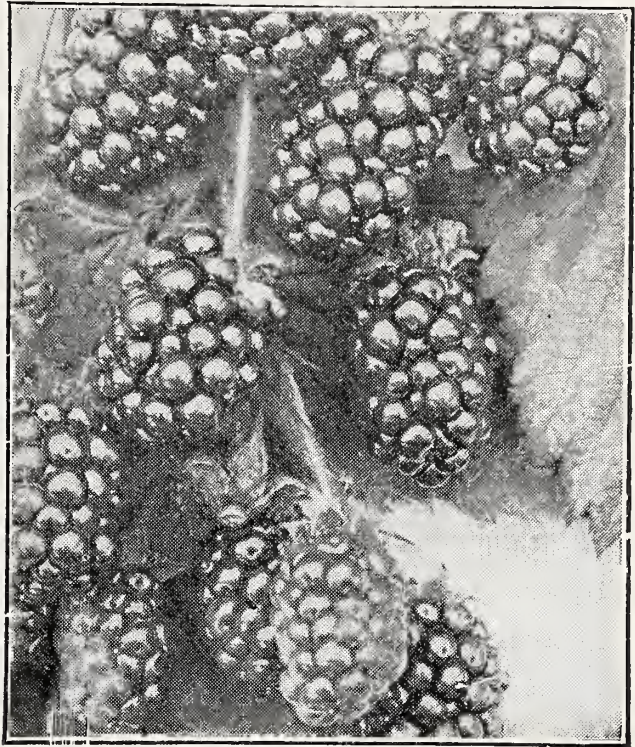


# Blackberries

**ELDORADO**—This is the finest blackberry grown. Its large size and delicious quality put it far in advance of other standard varieties. It is the hardiest blackberry under cultivation and will withstand the Northern climate uninjured. It is very productive and has not failed to ripen a crop since its introduction so we have confidence in recommending it as far superior to anything we know of on the market.

We are confirmed in this by endorsements of nearly all the agricultural experiment stations throughout the country and of the U. S. Agricultural Experiment Station at Washington, D. C., which has tested the variety and reports as follows: "Sweet, rich and extra good. It is certainly far superior to the Snyder and we have never tested anything to equal it."

It has been cultivated twenty years and under careful tests at the experiment stations has never winterkilled or failed to produce a full crop of the finest fruit. The canes are very vigorous and hardy, enduring the winters of the far northwest without injury, and their yield of fruit is enormous. The berries,

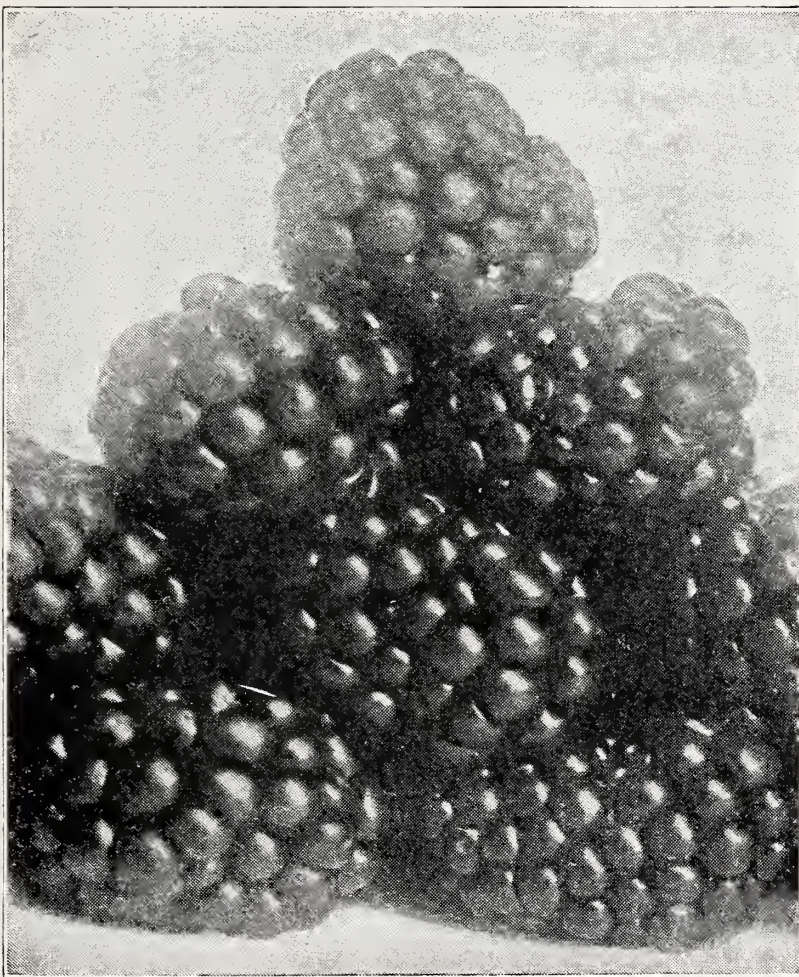


**Eldorado Blackberries**

are large, jet black, borne in large clusters and ripen well together. They are large, sweet, melting and pleasing to the taste, have no hard core and keep four or five days after picking with quality unimpaired.

# Dewberries

**LUCRETIA**—The very best of the blackberry family. Berries are far larger and considerably better than any blackberry, and are of unequalled excellence. The Lucretia Dewberry has received the highest praise from the best horticulturists in the country. It is hardy, a great bearer, fruit large, black and glossy, without hard core and very delicious. The berries ripen a week or ten days before common black berries and this added to their large size, excellent flavor and beautiful appearance causes them to bring the very highest prices. Its excellent flavor makes it the ideal berry for home use and its great productiveness makes it the greatest money maker of the Blackberry Family. It propagates from tips.



**Lucretia Dewberries**

Alta, Ill., Apr. 18, 1922.  
Dear Sirs:—The six thousand strawberry plants we ordered from you arrived in fine condition.  
Arthur R. Ruse.



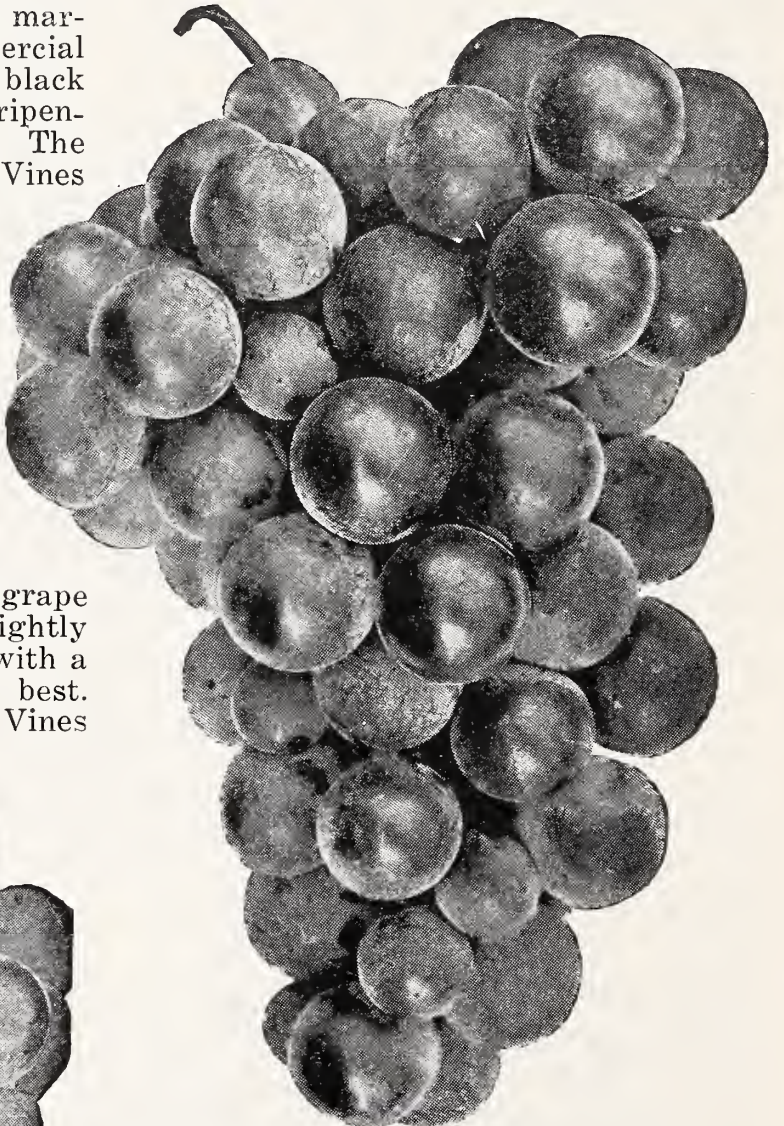
# GRAPES

The grape is the most healthful of all fruits, and the most highly esteemed for its many uses. It can be grown by everyone who has a garden, a yard or a wall. It can be confined to a stake, bound to a trellis, trained over an arbor or extended until it covers a large tree or building, and still yields graceful bunches of luscious fruit. Enormous profits have been realized from this fruit. Vines produce from forty to fifty pounds of fruit the fourth year after planting. Good grapes are grown on various soils; clayey, loamy, gravelly, black, sandy, etc. Hillsides make excellent locations for vineyards.

**CONCORD**—The fine old popular market variety and the leading commercial grape of today. A large, purplish black grape, very hardy, and productive, ripening about the middle of September. The bunches are large and well filled. Vines are vigorous, hardy and free from disease. We advise planting Concord for a money crop.

**MOORES EARLY**—Very large and round. Color black with a blue bloom. Quality very fine and sweeter than Concord. They stand handling and shipping and have an established reputation on the market. Vines hardy and productive. Ripens early.

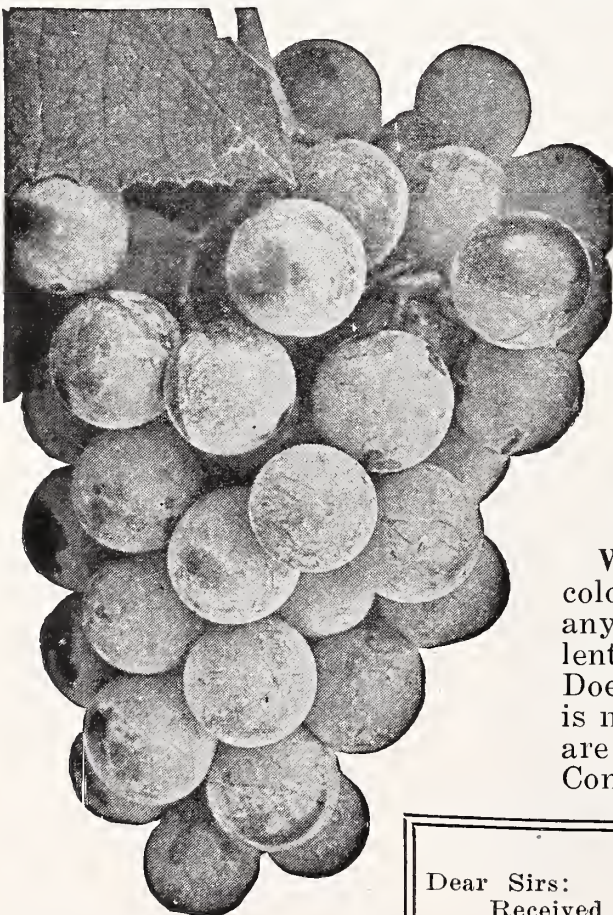
**NIAGARA**—The standard white grape of the country. Grapes large, slightly oval in shape, pale yellow in color with a white bloom. Quality of the best. Bunches are large and compact. Vines



**Moore's Early**

vigorous, hardy and productive. Ripens with the Concord.

**WORDEN**—Large, round grape, black in color. Flesh has a fine flavor unequalled by any other grape; delicious and melting; excellent for home use and a good market variety. Does not produce so heavily as the Concord so is not planted so extensively for market. Vines are thrifty and hardy. Ripens about with the Concord.



**Concord**

Hollisterville, Pa., Apr. 27, 1922

Dear Sirs:

Received my plants last Friday, O. K., and they look fine.  
A. F. Smith.





London Market Currants Make Delicious Jellies.

## CURRANTS

Currants are highly esteemed for jellies and preserves and bring very high prices in the market. They are hardy, bear readily and are economical of space.

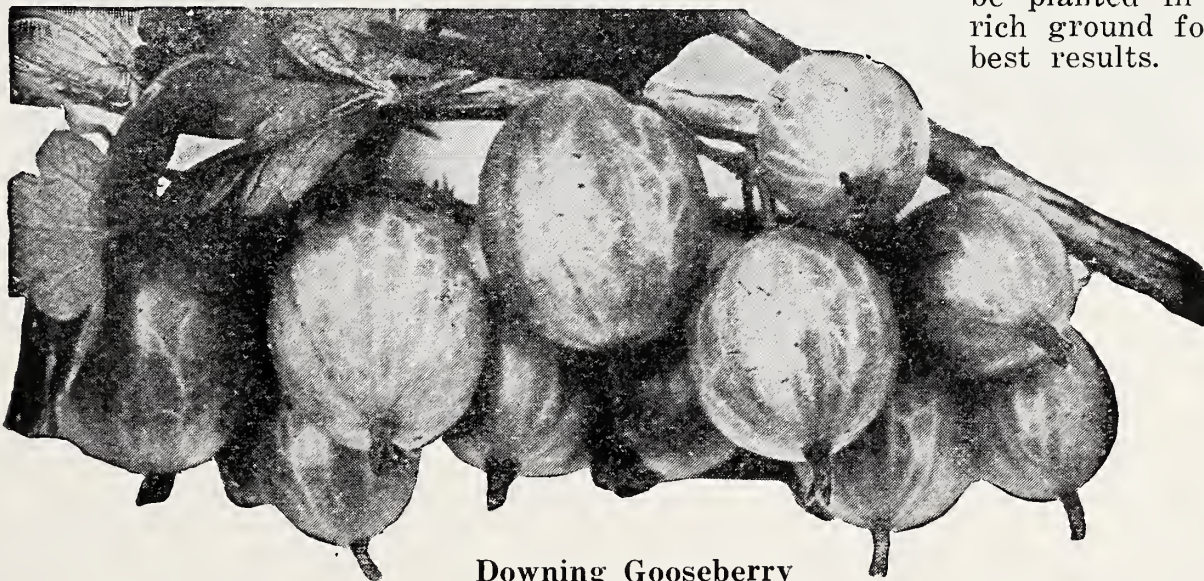
**LONDON MARKET**—A particular valuable variety for northern climates on account of its extreme hardiness, but will do equally well farther south. The plant is very vigorous, retains its foliage throughout the season and is not so

liable to the attack of worms as many other kinds. The fruit is beautiful in color, large in size, of excellent quality, and a very heavy cropper. Ships well and is excellent for market either near or distant.

## GOOSEBERRIES

**DOWNING**—In our estimation the Downing is the best variety of gooseberry for general planting or for the garden and home use. The berry is yel-

lowish green when ripe. It is one of the largest varieties and the bushes will produce more fruit than any other variety we have ever grown. They should be planted in good rich ground for the best results.



Downing Gooseberry

Freedom Station, Ohio, April 26, 1922.  
J. N. Rokely & Son,  
Bridgman, Michigan.

Dear Sirs:

Your shipment of 3000 Senator Dunlap and other varieties of Strawberry Plants came by express in fine order. Good strong plants well packed and good roots. Your prices were below

any other firm, in fact less than half of what some were charging and the plants are good enough for anyone. Thanking you for your prompt and careful attention to this order, and wishing you success, I remain

Yours very truly,

M. C. Hall,  
Notary Public.



## Asparagus

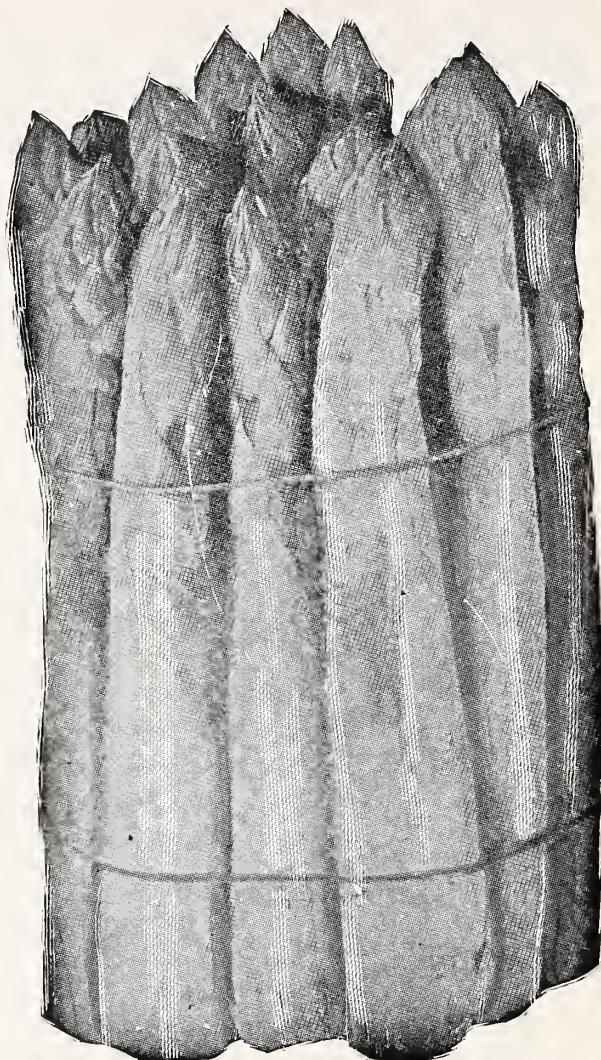
Asparagus is a good crop to have in the home garden. The tender stalks are very delicious, nutritious and appetizing and are relished by nearly everyone, coming so very early in spring, after a dearth of such luxuries. One hundred hills will give a fine supply all spring and summer for any small family. It is also a very profitable crop to raise for market.

We have selected what we considered to be the two best varieties, Conover's Colossal and Palmetto. Both varieties will produce an abundance of large tender stalks and will well repay you for the little care required to raise them.

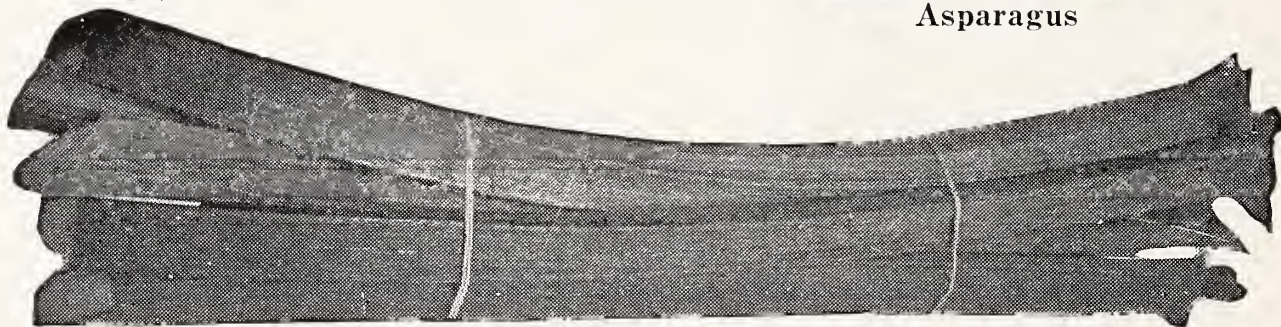
## Rhubarb or Pie Plant

Coming on so early, Rhubarb finds a ready market, being relished by everyone. The city garden should have a dozen or more hills and every farm can add to its income by raising Rhubarb. It is easily produced in a commercial way, yields immensely, can be shipped almost any distance, and is easily gathered and packed.

**GIANT CRIMSON**—Early, just before Asparagus; immense stalks, tender, delicately flavored; productive and continues long in use; the best variety for general use. Large, thrifty roots.



Asparagus



Rhubarb or Pie Plant

Wooster, Ohio, May 2, 1922.

Dear Sirs:

I received the plants in very good shape. Am well pleased with the promptness and treatment you gave me.

Chas. Brubaker.

Cudahy, Wis., Sept. 25, 1922.

J. N. Rokely & Son,  
Bridgman, Michigan.

Gentlemen:

I ordered strawberry plants for one and one-half acres from you last spring—Gibson, Dunlap, Gandy, and Aroma, and I just wish that you could see them. Every row a bed two feet wide and filled from one end of the row to the other. Very remarkable for this heavy clay soil. Yours are the best strawberry plants without a doubt, that I have ever planted. It's a pleasure to deal with an honest nurseryman.

Yours truly,

Jesse F. Cory.

Farmdale, Ohio, Feb. 4, 1922.

Gentlemen:

We bought Strawberry Plants from you two years ago and liked them so well we are ordering more this spring.

Mrs. Joe Clauss.

Murray, Iowa, March 13, 1922.

Sirs:

I liked the stock you sent me last year real well and am sending you my order for more.

T. B. Coop.

Burkettsville, Ohio, April 10, 1922.

Gentlemen:

Received your plants in fine shape and am very well pleased. Am enclosing another order for plants.

F. B. Romer.

Cable, Wis., May 4, 1922.

Gentlemen:

Received plants O. K. They are the best we ever bought.

George N. Clark.



# General Information

Please Read Carefully

**TIME TO ORDER**—Early. Make up your order and send to us as soon as you receive this catalog. You may then rest assured that your plants will be delivered when you are ready for them. Use the blank order sheet which is provided, being careful to fill all blanks properly and **WRITE PLAINLY**. Always keep a copy of your order for your own reference. We acknowledge receipt of your order promptly.

**TERMS**:—Our terms are cash with order or part cash and the balance anytime before shipment is made. In other words, if you are ordering early and do not wish to remit the full amount of the order, enclose part of the amount and we will book your order. You may send the balance any time before shipment is to be made. On account of the perishable nature of our stock we cannot ship C. O. D.

**REFERENCES**:—For information as to our reliability we refer you to Farmers and Merchants National Bank, Benton Harbor, Michigan or Bridgman State Bank, Brigman, Michigan. Also the Postmaster or Express Agent at Bridgman.

**PRICES**:—Our prices are as low as any for which you may expect to obtain first-class stock and they are also as high as you need to pay to obtain first-class stock. We are asking only a legitimate profit over and above the cost of growing and selling our plants.

**HOW TO SEND MONEY**:—Remit by Personal Check, Express or Postoffice Money Order, Bank Draft or Registered Letter.

**SHIPPING SEASON**:—We begin shipping the last of March or first of April, according to season, and continue until about May 15th. We do not advise our customers to order stock shipped after this date. We especially urge everyone to do their planting as early as possible in the spring. You will be more than repaid by the splendid results. We cannot furnish plants during the summer months. We do not issue a fall catalog, but we will supply you with what plants you may want at any time after October 10th. However, we do not advise planting strawberries in the fall.

**METHODS OF SHIPPING**:—For most orders express is the safest and all things considered, the best way to have your plants shipped. All express orders are shipped charges collect. Many of our small orders are now shipped by Parcel Post and arrive in good shape. We do not recommend it for any but small orders, however, as it is very expensive on larger shipments.

Inquire from your Postmaster or Rural Carrier what zone you are in from Bridgman, Michigan. By referring to the following table you may then determine the amount of money you must add to your order if you wish it forwarded by Parcel Post. These amounts include the safe wrapping of your order to reach you in good growing condition.

Add to your order for each 100 plants of:	1st &						
	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone	8th Zone
Strawberries and Asparagus.....	\$0.10	\$0.15	\$0.20	\$0.25	\$0.30	\$0.35	\$0.40
Red Raspberries.....	.12	.18	.25	.35	.40	.48	.55
Black Raspberries & Blackberries..	.20	.30	.40	.65	.85	1.05	1.25
For each one dozen plants of:							
Currants, Gooseberries and Grapes.....	.10	.15	.20	.25	.30	.35	.40

This table has been carefully prepared and after filling thousands of orders, and we believe it to be as correct as it is possible to get it. Plants do not all weigh the same when packed for shipment and no table could prove correct. We do not try to adjust small differences in postage.

**PACKING**:—We use a light wood crate with slatted sides for strawberry plants and light wood boxes for other kinds. The plants are packed in plenty of damp moss and will not be affected by any ordinary delays in transit. We make no charges for packages.



**SUBSTITUTION:**—We never substitute without your permission unless it is too late in the season to permit correspondence. In this case we substitute some similar variety of the same value.

**ON RECEIPT OF PLANTS:**—Open the boxes immediately upon receipt of plants. If the plants are moist and in good condition, put the boxes in a damp, cool place until you are ready to plant. If they seem dry or you are not yet ready to plant, you should remove the bundles from the boxes, cut the strings, wet the plants well and heel them in "V" shaped trenches in moist well-drained ground. They will soon revive and may be kept for a considerable length of time in this manner.

**COMPLAINTS:**—All claims for shortage or error should be made within five days after receipt of plants. If the fault is ours we will gladly make it right at once. We use every precaution to keep our stock true-to-name and if any should prove not true-to-name we will replace it upon receipt of proper proof. We are never liable for more than the purchase price of the plants.

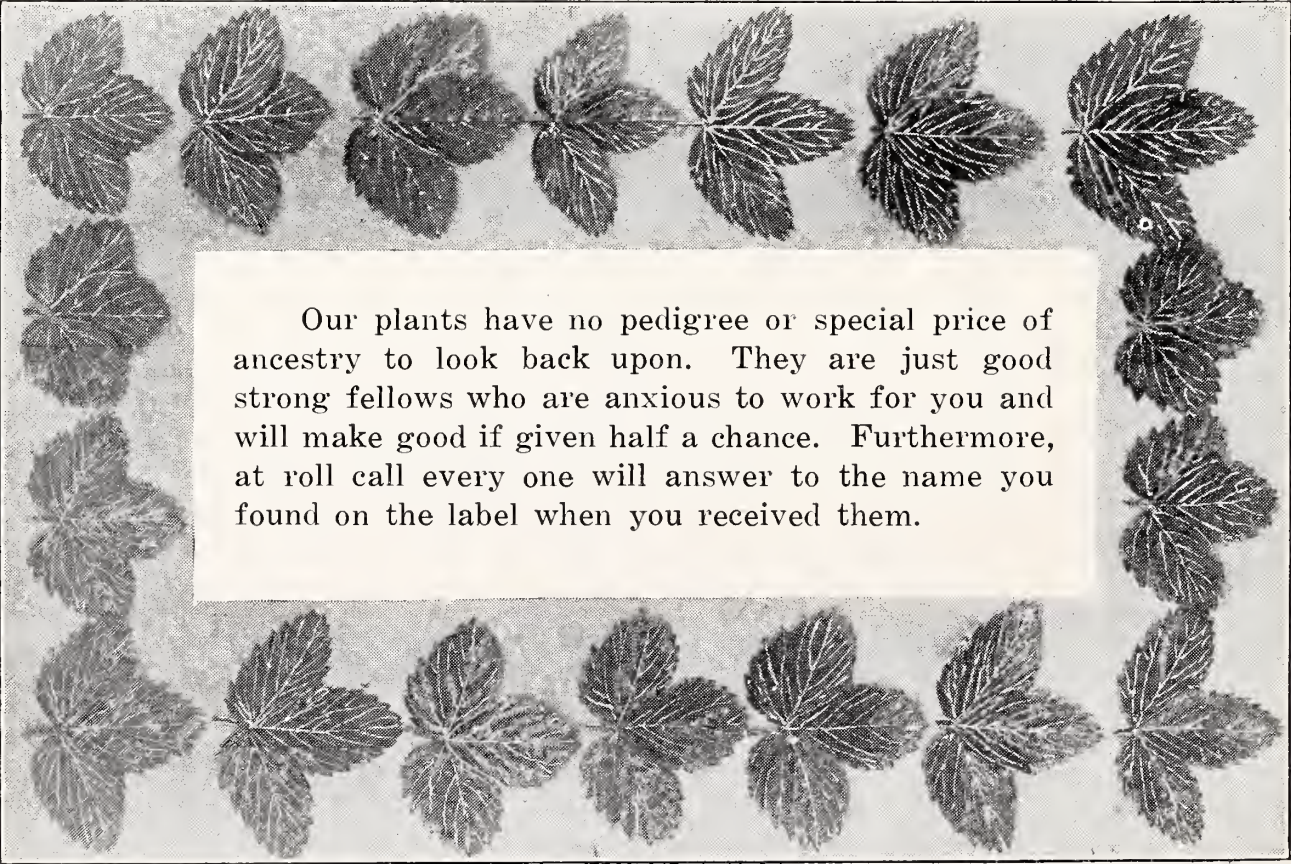
**SAFE ARRIVAL:**—We do not guarantee safe arrival of plants as we have no control over them after they are delivered to the transportation company. We always pack our orders in the best possible manner as it is to our interest to have the plants reach our customers in good condition, and we are glad to say that it is very seldom and only under extreme circumstances that one of our orders fail to go through in good shape.

**LOSS OR DAMAGE:**—If your order should arrive in a damaged condition, be sure to have your agent note this fact on the express bill and you may then put in a claim to the express company and recover the amount of the loss. The same applies if your order becomes lost in transit.

**PREMIUMS:**—We do not offer premiums or special inducements of any kind as we are selling our plants at the lowest prices possible.

**TESTIMONIALS:**—The testimonials printed in this catalog were unsolicited. These are only a few picked at random from the many we receive each year.

**CERTIFICATE OF INSPECTION:**—A copy of our Certificate of Nursery Inspection accompanies each shipment. This protects you and assures you that the plants in your order are absolutely free from disease.



Our plants have no pedigree or special price of ancestry to look back upon. They are just good strong fellows who are anxious to work for you and will make good if given half a chance. Furthermore, at roll call every one will answer to the name you found on the label when you received them.



**ORDER SHEET**

**J. N. ROKELY & SON**

**Bridgman, Michigan**

Date.....192 .                      Amt. Enclosed \$.....

Name.....  
(Very Plain)

Post Office..... Rural Route No.....

State..... Ship by.....  
(How to ship)

<b>County</b> .....	<b>Ship About</b> ..... (When to ship)
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**Town for Express**.....

If we are sold out of any variety ordered, may we substitute? Please say "Yes" or "No"-----  
In case you do not indicate your wish in this space we will assume that you intend us to make  
second choice.

[illegible]

If you are ordering your plants shipped by Parcel Post be sure to include postage with your order.



[illegible]



# PRICE LIST FOR 1923

(Note:—You may select 50 or 75 plants of a variety at the 100 rate and 500 or more of a variety at the thousand rate. Amounts between 100 and 200 of a variety at the 100 rate, between 200 and 300 of a variety at the 200 rate, etc. On Parcel Post shipments see Page 15 for extra charge to cover postage.)

## STRAWBERRIES

### EARLY

	25	100	200	300	400	1000
Charles I (S) .....	\$0.35	\$0.90	\$1.30	\$1.80	\$2.20	\$5.00
Premier (S) .....	.40	1.00	1.50	2.10	2.60	6.00

### MIDSEASON

Bubach (P) .....	.35	.90	1.30	1.80	2.20	5.00
Dr. Burrill (S) .....	.30	.80	1.20	1.65	2.00	4.50
Gibson (S) .....	.30	.80	1.20	1.65	2.00	4.50
Glen Mary (S) .....	.35	.90	1.30	1.80	2.20	5.00
Haverland (P) .....	.30	.80	1.20	1.65	2.00	4.50
Pocomoke (S) .....	.30	.80	1.20	1.65	2.00	4.50
Senator Dunlap (S) .....	.30	.80	1.10	1.50	1.80	4.00
Warfield (P) .....	.25	.70	.90	1.10	1.35	3.00

### LATE

Aroma (S) .....	.35	.90	1.30	1.80	2.20	5.00
Brandywine (S) .....	.30	.80	1.20	1.65	2.00	4.50
Gandy (S) .....	.35	.90	1.30	1.80	2.20	5.00
Sample (P) .....	.30	.80	1.20	1.65	2.00	4.50
Wm. Belt (S) .....	.35	.90	1.30	1.80	2.20	5.00

## EVERBEARING STRAWBERRIES

Champion (S) .....	.75	2.00	3.20	4.30	5.30	12.00
Progressive (S) .....	.75	2.00	3.20	4.30	5.30	12.00

## RED RASPBERRIES

Cuthbert .....	.90	2.50	4.50	6.00	7.50	18.00
King .....	.90	2.50	4.50	6.00	7.50	18.00
St. Regis (Everbearing) .....	1.00	3.00	5.25	7.25	8.75	20.00

## BLACK RASPBERRIES

Cumberland .....	.75	2.25	3.65	5.00	6.15	14.00
Gregg .....	.75	2.25	3.65	5.00	6.15	14.00
Kansas .....	.75	2.25	3.65	5.00	6.15	14.00
Plum Farmer .....	.75	2.25	3.65	5.00	6.15	14.00

## PURPLE RASPBERRIES

Columbian .....	1.25	3.75	6.50	9.00	11.00	25.00
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## BLACKBERRIES

Eldorado .....	1.25	4.00				
Lucretia Dewberry .....	1.00	3.00	5.25	7.25	8.75	20.00

## ASPARAGUS

Conover's Colossal .....	.50	1.40	2.10	2.85	3.50	8.00
Palmetto .....	.50	1.40	2.10	2.85	3.50	8.00

## CURRENTS

	Each	6	12	25	100	1000
London Market .....	\$0.25	\$1.25	\$2.00	\$3.25	\$10.00	

## GOOSEBERRIES

Downing .....	.25	1.25	2.00			
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## GRAPE PLANTS

Concord .....	.20	.85	1.50	2.25	6.00	45.00
Moore's Early .....	.30	1.25	2.00	4.00	15.00	
Worden .....	.30	1.25	2.00	4.00	13.00	
Niagara (White) .....	.30	1.25	2.00	4.00	13.00	

## RHUBARB

Giant Crimson .....	.15	.60	1.00			
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# ROKELY'S

## SMALL FRUIT PLANTS



**J. N. Rokely & Son**  
Bridgman, Michigan